

51842 8296

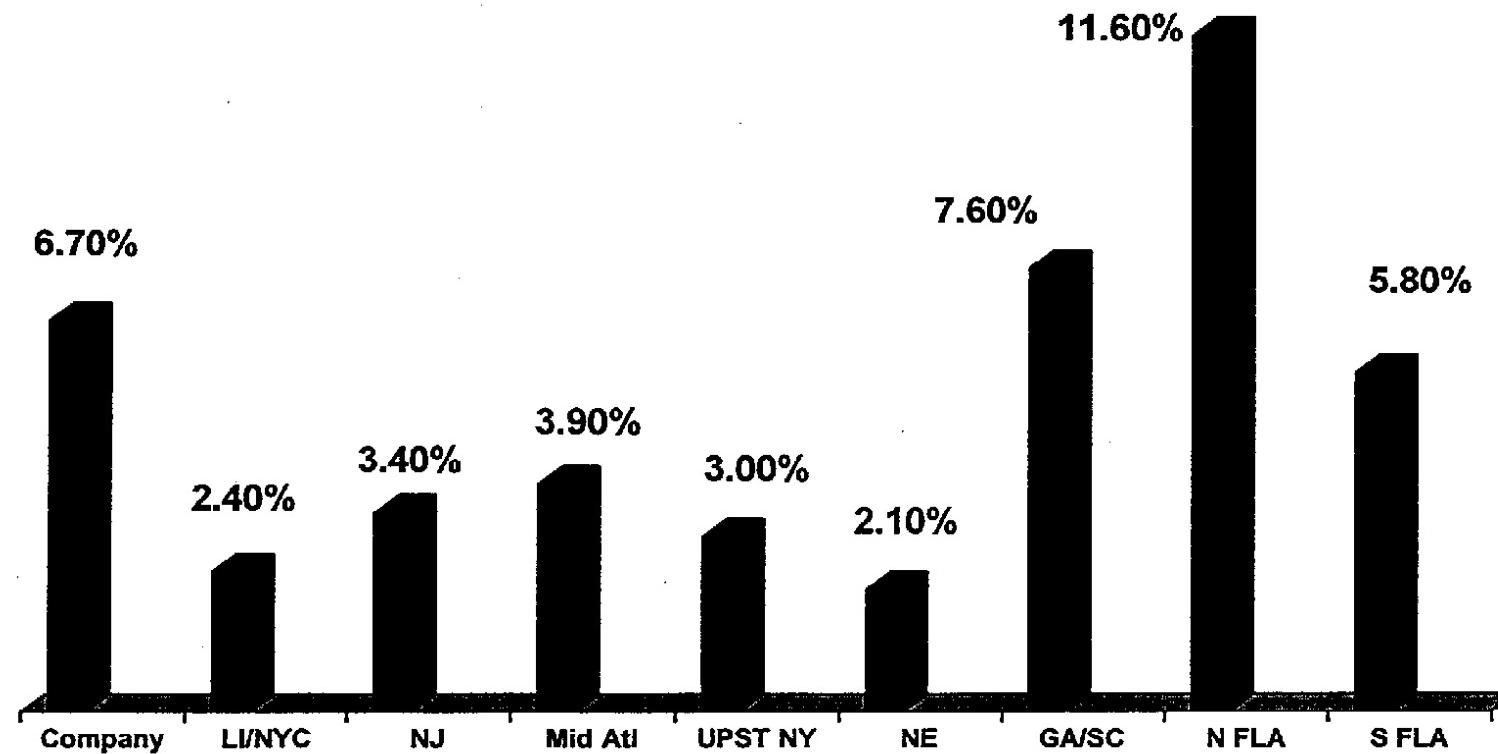
Amerada Hess Corporation

Cigarette Category Performance
1996

Hess Mart

51842 8297

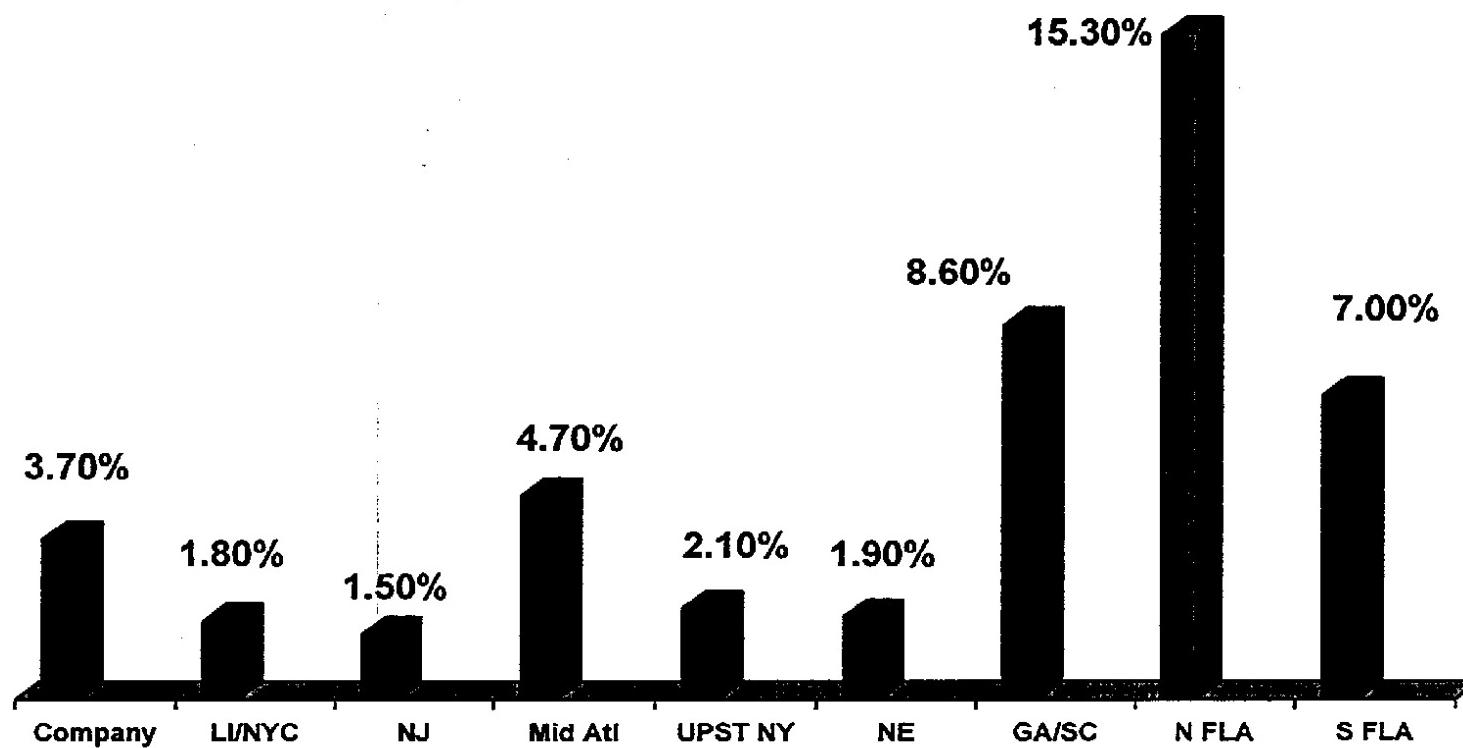
SIGNATURE Share Of Cigarette Business
1996



Hess Co-Op

51842 8298

SIGNATURE Share Of Cigarette Business
1996

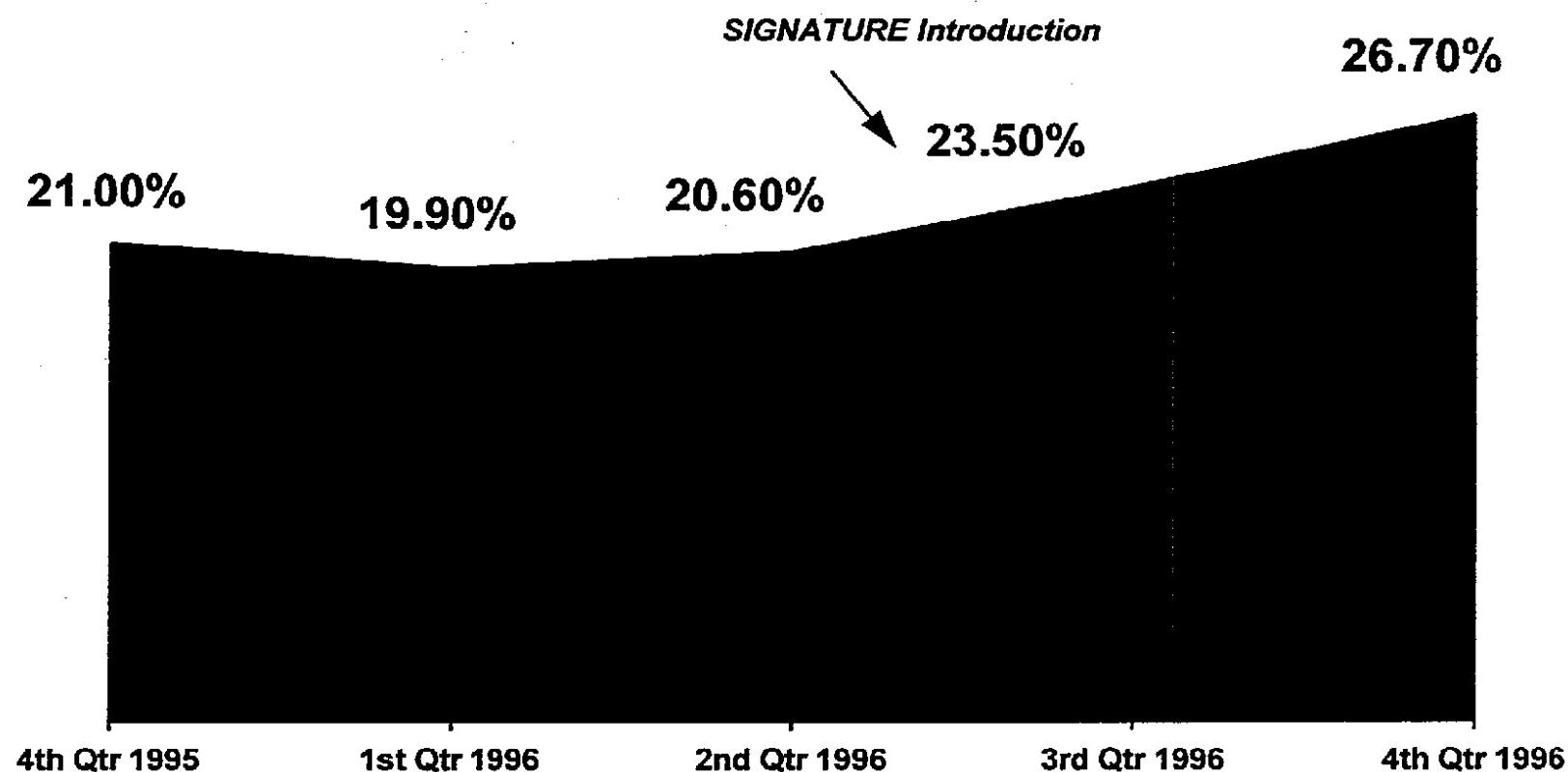


Hess Mart

RJR Share Trend

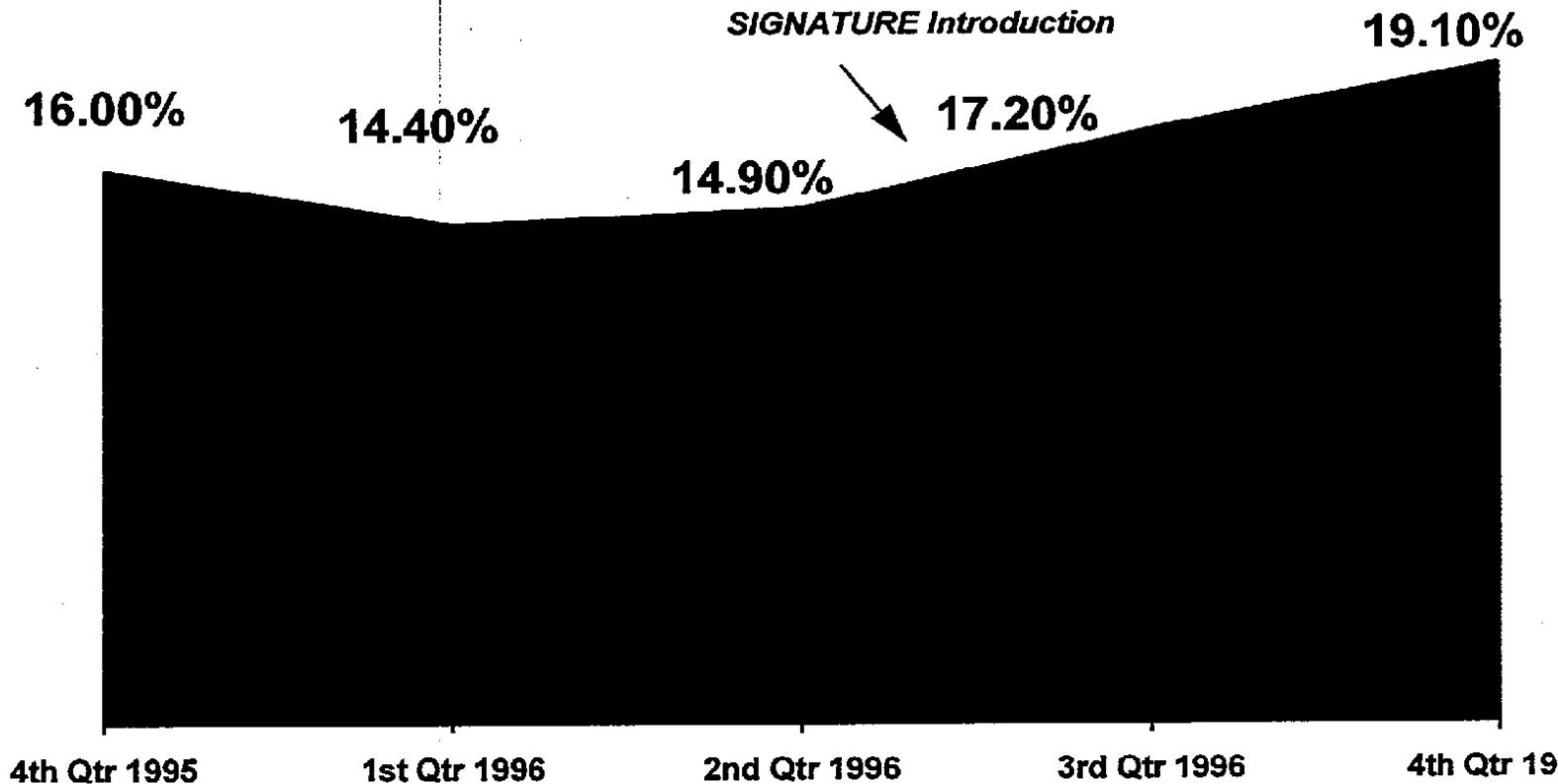
1996

51842 8299



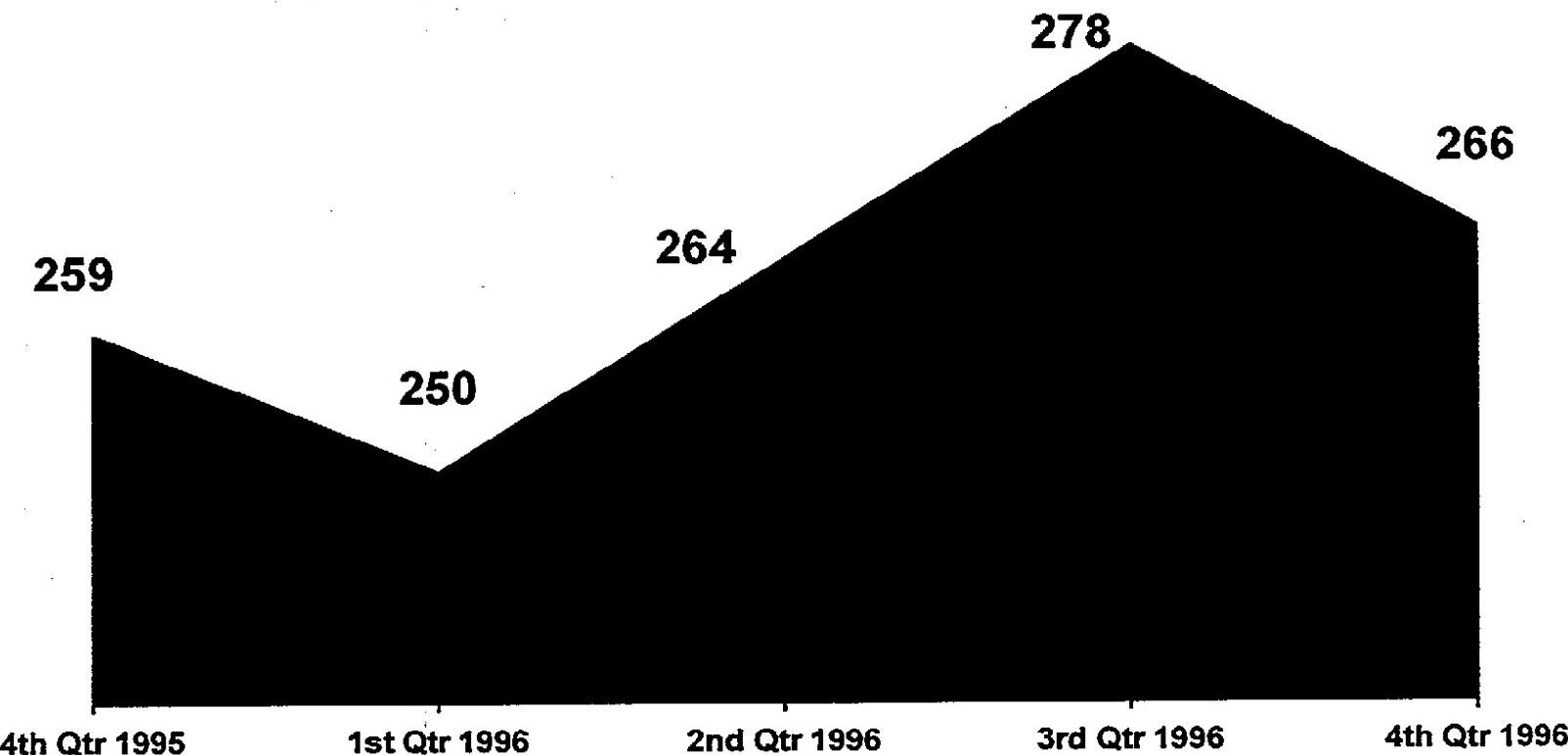
Hess Co-Op RJR Share Trend 1996

51842 8300



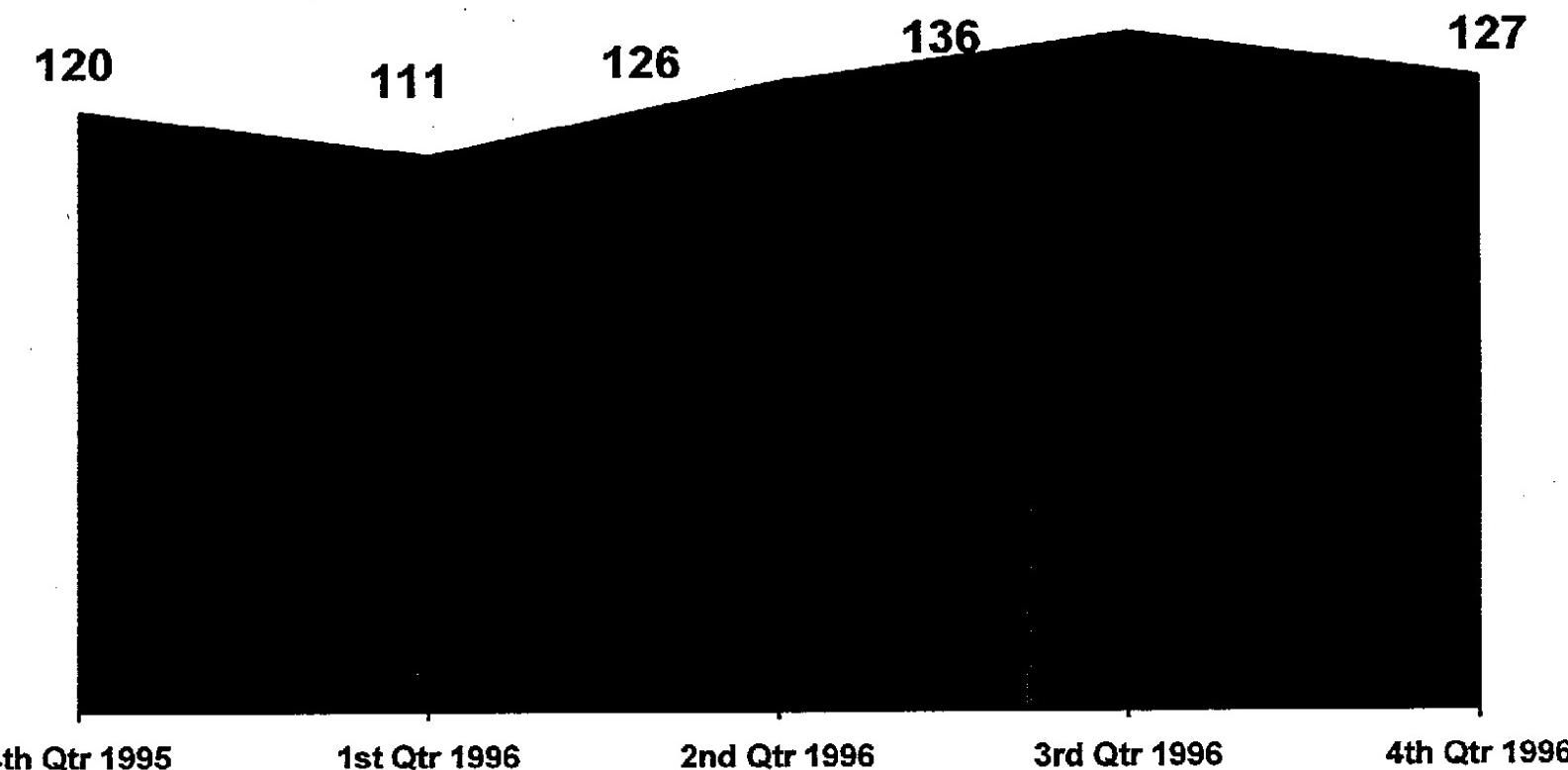
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Hess Mart
Cigarette Category
Average Weekly Volume 1996

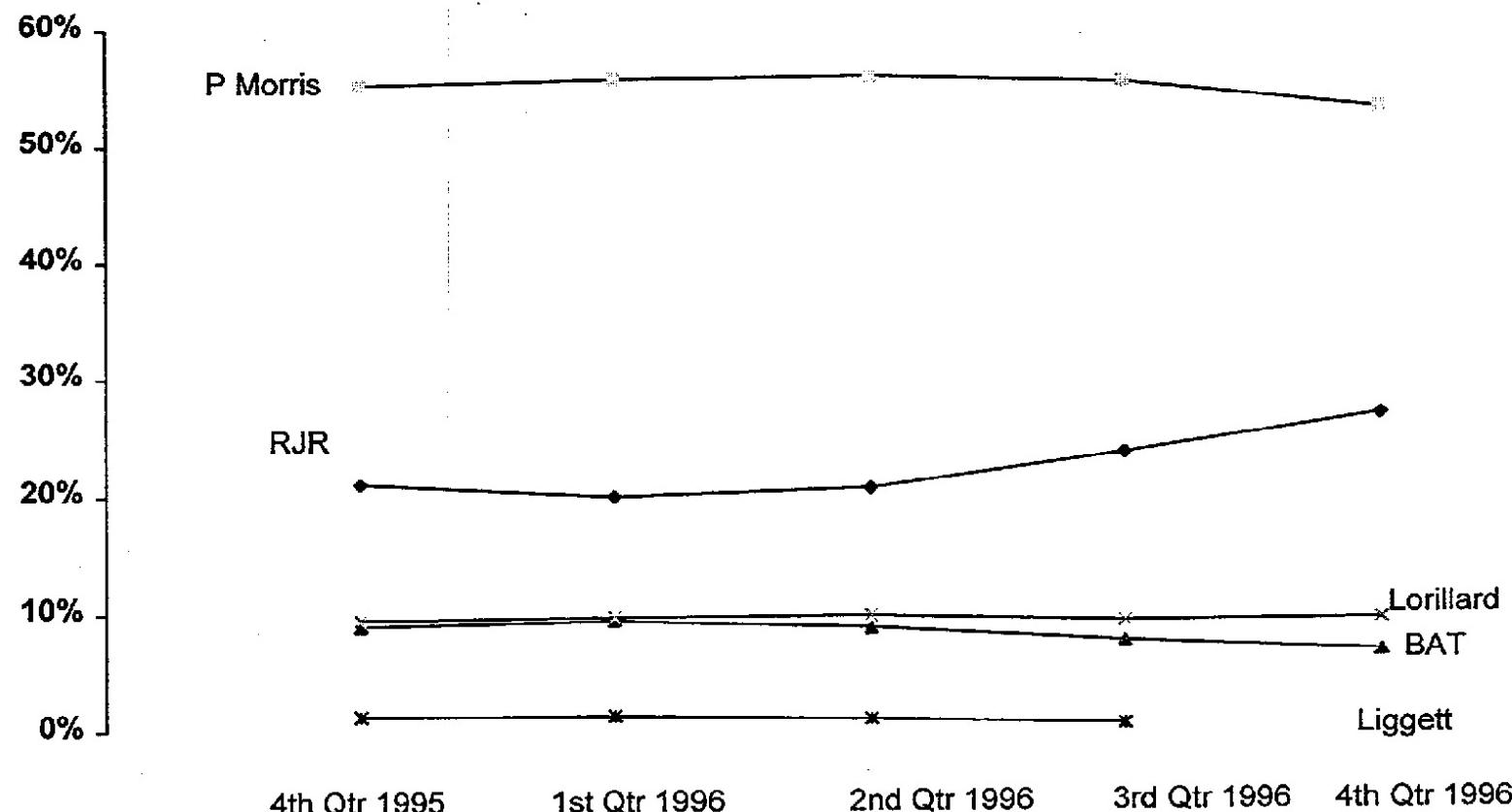


51842 8302

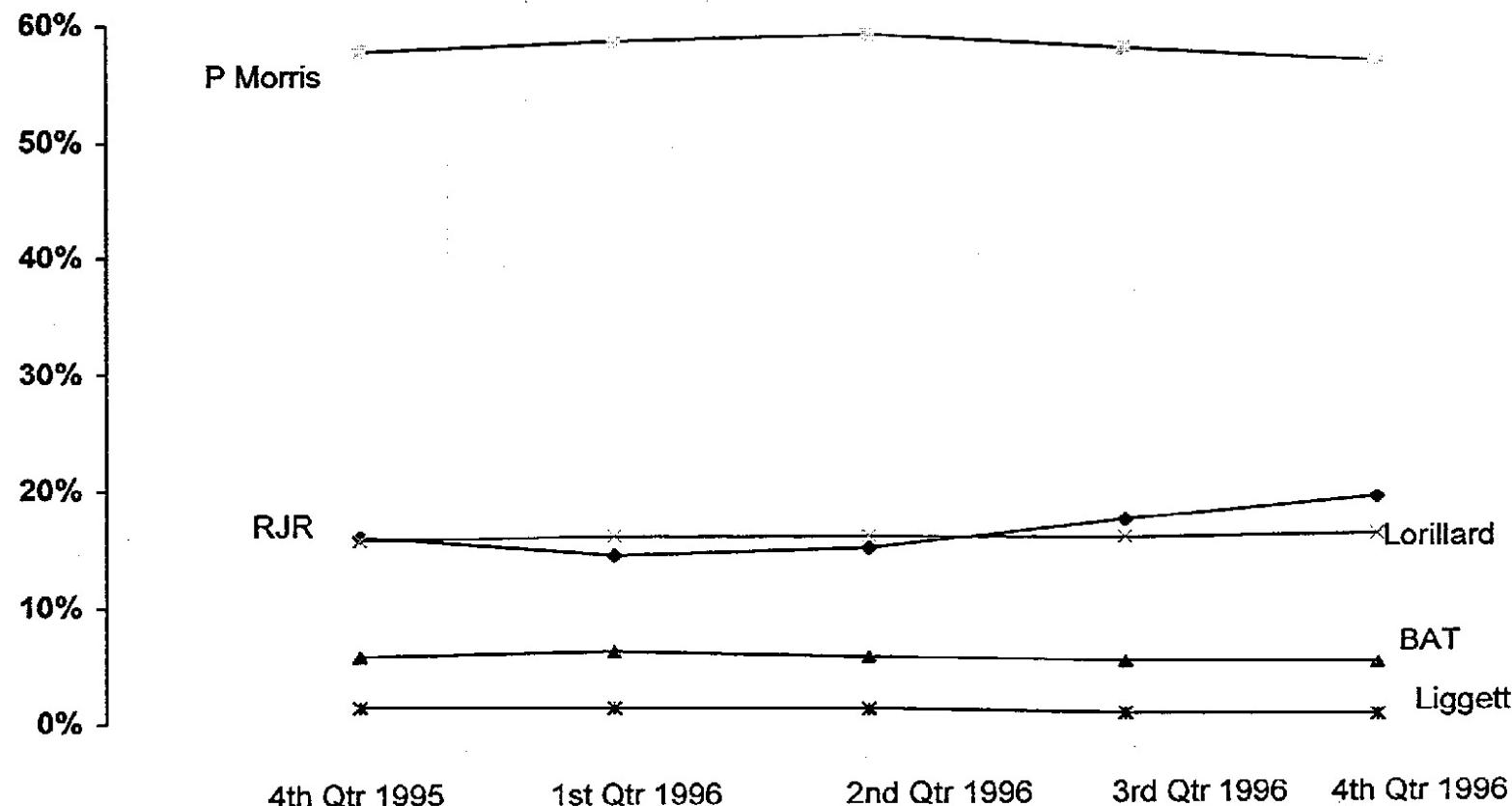
**Hess Co-Op
Cigarette Category
Average Weekly Volume 1996**



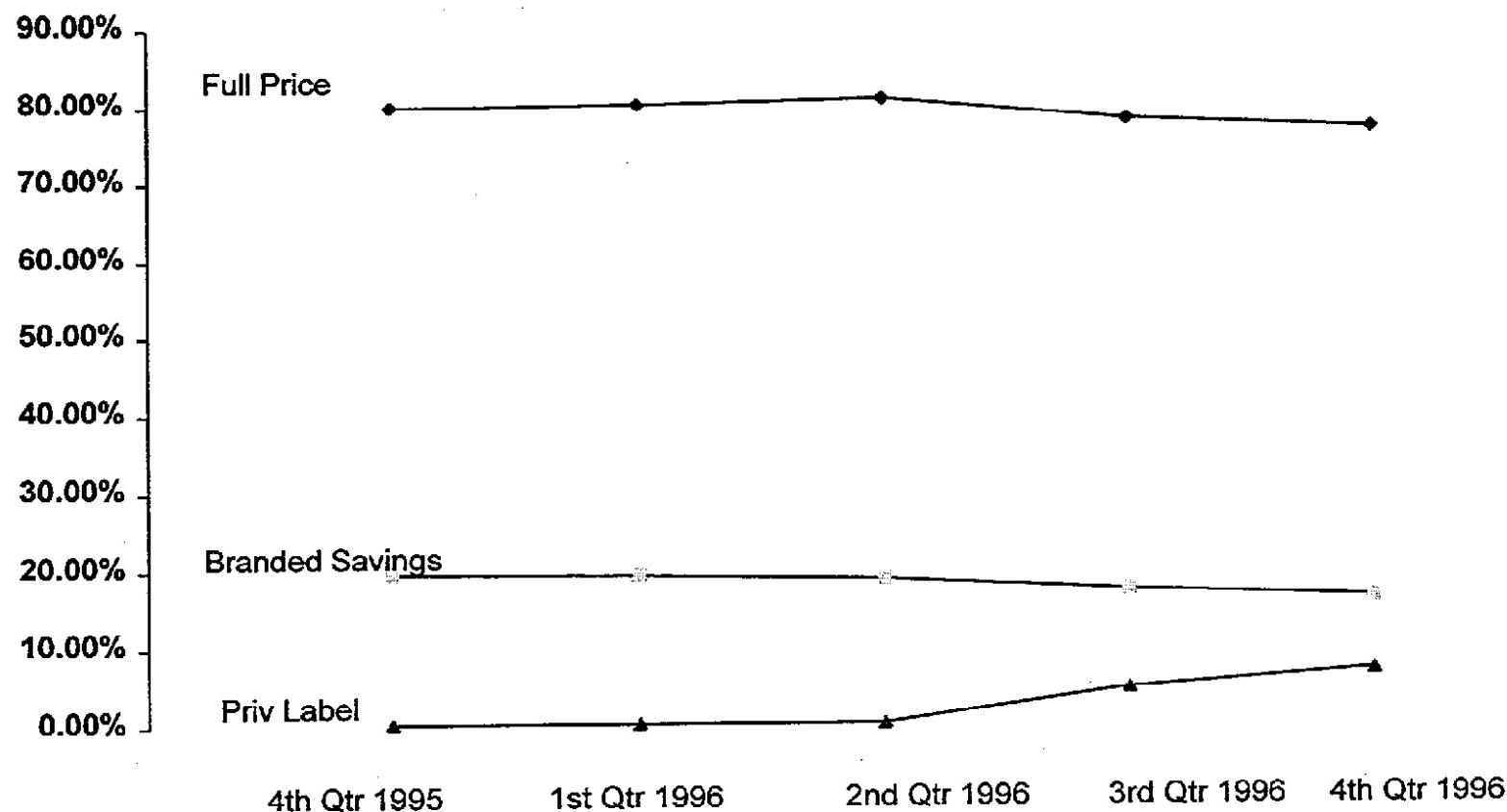
Hess Mart
Cigarette Manufacturer Share Trend
1996



Hess Co-Op Cigarette Manufacturer Share Trend 1996

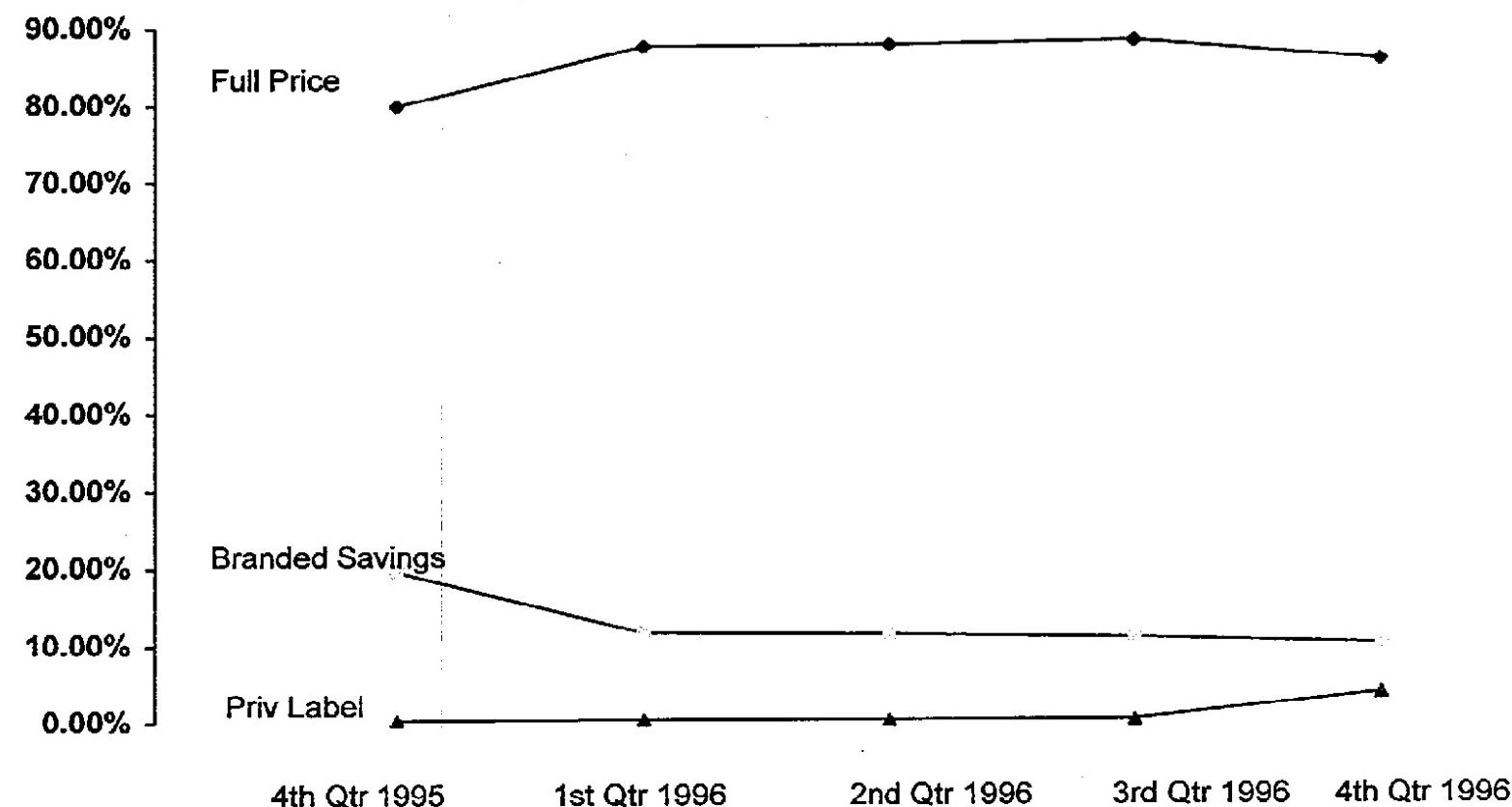


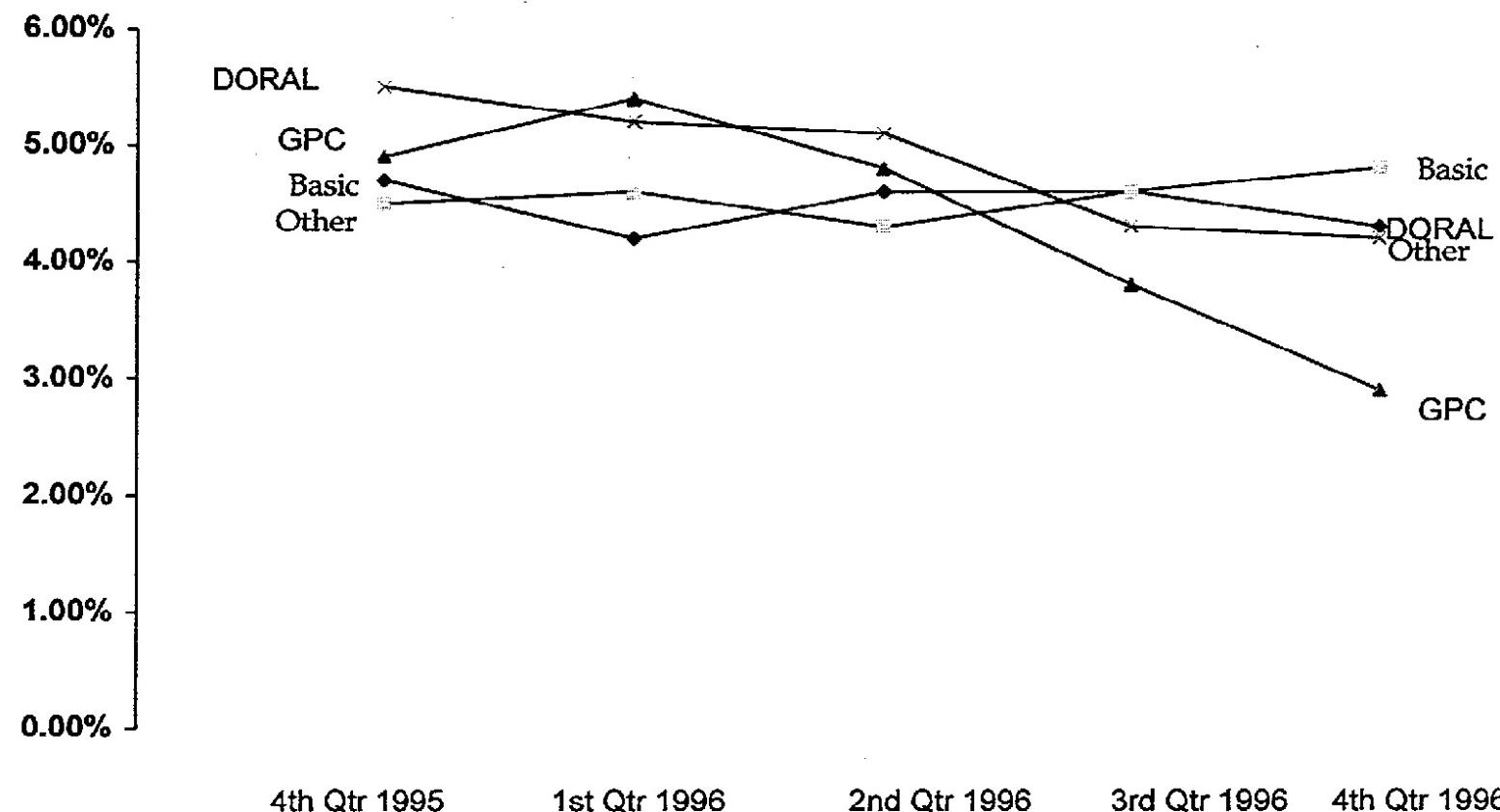
Hess Mart
Cigarette Price Tier Share Trend
1996



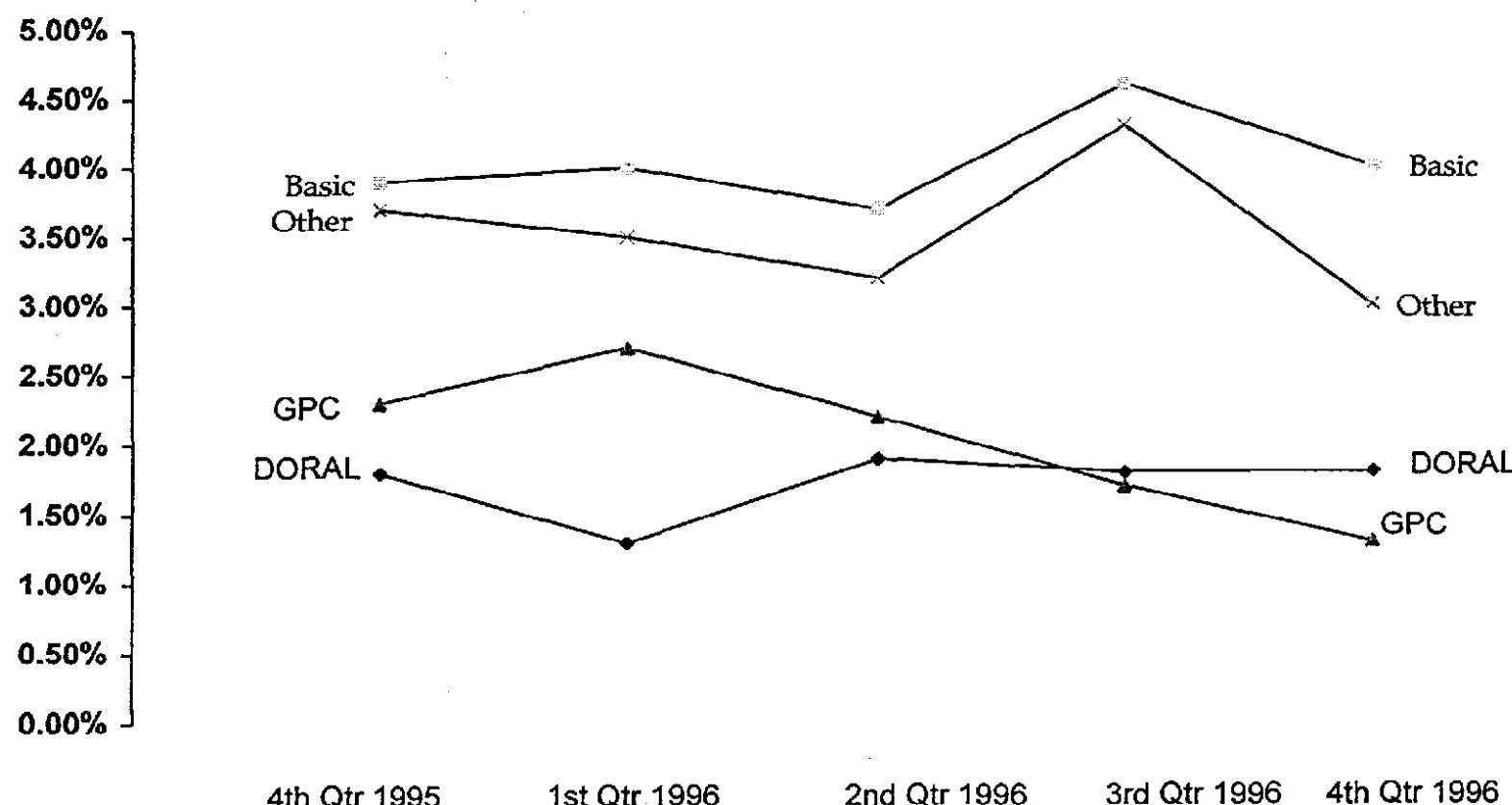
51842 8306

Hess Co-Op
Cigarette Price Tier Share Trend
1996



Hess Mart**Branded Savings Share Trend (DORAL, Basic, GPC)
1996**

Hess Co-Op
Branded Savings Share Trend (DORAL, Basic, GPC)
1996



Hess

• Signature 5.8 Share of MKT

What type of impact has it had

3mo pre time

Brand Family Perspective

Marl

WS C

Newport

GPC

Lig PL

Doral

Basisic

April May June Pre

1st ship. Date

July

August DTS

Yon

Sept Oct Nov Post

April

Monthly Basis Line Graph

Impact on GPC / Doral

Overall Hess Volume

185 by month Brand Family

51842 8309